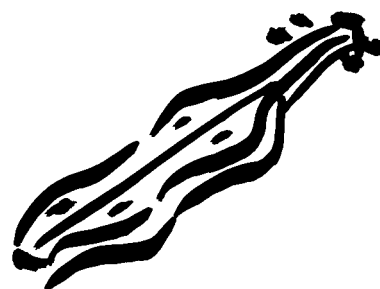


Kentucky Craft Marketing Program



The 2004 Jury Session



**Mailed Samples Must Be
Received by
Wednesday, June 2, 2004**

**The Kentucky Craft Marketing
Program is a division of the
Kentucky Arts Council, a state
agency in the Commerce Cabinet.**

**Delivered Samples – ONLY
on Monday, June 7, 2004,
9:00am – 3:30pm EDT**

PURPOSE OF THE JURY SESSION:

The purpose of the jury session is to select qualified participants for the juried services of the Kentucky Craft Marketing Program.

GOALS OF THE JURY SESSION:

- To identify new / emerging participants or work
- To provide entry into the mentoring program
- To allow critical review and input to applicants

WHY SHOULD I JURY INTO THE CRAFT MARKETING PROGRAM?

- Introduction to wholesale marketing opportunities – regionally, nationally, and internationally
- Opportunities to exhibit: The Market, the Governor's Derby Celebration, the New York International Gift Fair
- Use of Kentucky Crafted logo
- Internet representation
- Craft loan program
- Listings and referrals to wholesale buyers, show organizers, state agencies, the media, and participation in cultural heritage tourism initiatives
- Product development program and representation through the Kentucky Collection
- Participation in special displays
- Technical assistance through annual conferences and workshops
- Buyer services program that links retailers/buyers to juried participants

Kentucky Craft Marketing Program
300 W. Broadway
Old State Capitol Annex
Frankfort, KY 40601-1980
502/564-3757, ext. 4815
Toll Free: 1/888 KY CRAFT
Fax 502/564-5696
E-mail: kycraft@ky.gov
www.kycraft.ky.gov

**The Kentucky Arts Council provides funding and
services to visual and performing artists and arts
organizations for operating and program support. For
more information, call
502/564-3757
Toll Free: 1/888/833-ARTS
E-mail: kyarts@ky.gov
www.artscouncil.ky.gov**

ELIGIBILITY REQUIREMENTS:

Craftsperson or business must meet the following criteria:

- Kentucky Tax paying resident. (Note: Residency is determined by KRS 141.0101. Contact the Legislative Research Commission: www.lrc.state.ky.us or phone: 502/564-8100)
- At least 16 years of age.
- Business must be paying Kentucky sales and income tax.
- Business must have majority of employees residing in Kentucky.
- Business must have majority of craft production made in Kentucky.
- Sales representatives are only eligible if they participate as an employee of a craft production center.
- Every applicant must have a Kentucky business tax number.

To obtain a business tax number contact:

Kentucky Revenue Cabinet Taxpayer Registration
1266 Louisville Rd
Perimeter Park West
P.O. Box 299
Frankfort, KY 40602-0299
502/564-3306
FAX: 502/227-0772
<http://www.sos.state.ky.us/intranet/oneslic.asp?license=14>

For information on starting your business, contact:

**Cabinet for Economic Development
Small & Minority Business Division
Capital Plaza Tower
500 Mero Street
Frankfort, KY 40601
502/564-2064
<http://www.thinkkentucky.com/SMBD/smallbus.asp>**

ITEMS THAT ARE ELIGIBLE:

High quality crafts in the following media:

- | | |
|---------------|-------------------|
| ▪ Ceramics | ▪ Paper |
| ▪ Fiber | ▪ Natural/Organic |
| ▪ Glass | ▪ Stone |
| ▪ Leather | ▪ Wood |
| ▪ Mixed-media | |

ITEMS THAT ARE NOT ELIGIBLE:

- ◆ Two-dimensional artwork (paintings, prints, computer-generated graphics, posters, drawings, photographs, and printed products derived from original 2 – dimensional art) *See note
- ◆ Note cards and books (unless made from handmade paper, or hand bound, or hand printed) **See note
- ◆ Work made from, or based on, COMMERCIAL patterns, molds, stencils, kits, or purchased or copied from a publication
- ◆ Items purchased and decorated (such as tee shirts, grapevine wreaths, etc.)
- ◆ Work made from combining purchased commercial objects, unless commercial objects play a subordinate role. (Note: Assemblage of commercially produced items is generally not considered to be handcrafted work and is discouraged; however, strong overall design, interpretation, and originality can affect the end result.)

ITEMS THAT ARE NOT ELIGIBLE - continued:

- ◆ Hand-processed materials (for example, dried Flowers, wood cutouts, etc.), unless part of the finished product. (An exception is made for spun wool or other similar processed items that stand on their own merit as a product with traditional craft origins.)
- ◆ Jar candles (traditional hand-dipped are preferred; however, non-container candles will be accepted for the jury, based on strong overall design, technique, and originality of the work.)
- ◆ Work that replicates another artist's personal style (not to be confused with traditional work)
- ◆ Work where the majority of the piece is made outside of Kentucky
- ◆ Classroom/ student work (applicants must be 16 years old)
- ◆ Work produced more than 3 years ago
- ◆ Plants
- ◆ Food*** See Note
- ◆ Crafts identified as Native American but not made by Native Americans. (The Indian Arts and Crafts Act of 1990 makes it illegal to sell, or display for sale, any product not made by Native American Indians in a way that falsely suggests it was. If submitting Native American work, please submit a copy of your membership card in a federally-recognized Indian tribe, band, nation, or organized group or community, with your entry for authenticity purposes, which will be kept on file at the Craft Marketing Program office.)

Please note that upon submission of an entry, work may be deemed ineligible if it has insufficient work by hand, is made from inappropriate or protected natural materials, is technically insufficient, or does not fit the focus of the Craft Marketing Program

***VISUAL ARTS AT THE MARKET PROGRAM (VAAM)**

Paintings, prints, computer generated graphics, posters, drawings, photographs, and printed products derived from original 2 –D art are juried by a panel of artists and art professionals through the Kentucky Arts Council. VAAM juried artists are not juried participants of the Craft Marketing Program, but may exhibit at Kentucky Crafted: The Market. **For information, contact Heather Lyons: 502/564-3757, ext. 4827; toll-free, 1/888/833-2787(ARTS), ext. 4827; e-mail, heather.lyons@ky.gov or on the web at www.artscouncil.ky.gov**

****BOOKS**

Books are not eligible for the Craft Marketing Program jury, however, IF your book has been reviewed and accepted by the Kentucky Book Fair Committee, you are eligible to exhibit at Kentucky Crafted: The Market. For information, contact **contact Charla Reed: 502/564-3757, ext. 4815; toll-free, 1/888/592-7238(KY CRAFT), ext. 4815; e-mail; charla.reed@ky.gov. For additional information, contact the Kentucky Book Fair Committee: 502/564-8300, ext. 297; [http://www.kdla.ky.gov/ archivekybookfair/kybookfair.htm](http://www.kdla.ky.gov/archivekybookfair/kybookfair.htm)**

*****FOOD PRODUCTS**

Food products are handled through the services of the Department of Agriculture, Value- Added Food Division. **Please contact Elizabeth M. Smith, Department of Agriculture: 502/564-6571; e-mail elizabeth.smith@kyagr.com For information on the food marketing program, visit the website - http://www.kyagr.com/mkt_promo/mkt/index.htm**

CRITERIA AND SCORING OF ENTRIES:

Entries are scored by jurors in three areas:

DESIGN, TECHNIQUE, ORIGINALITY OR AUTHENTICITY

1. DESIGN:

- The components of the design (i.e. color, form, line, texture, proportions, etc.) relate to each other as a cohesive whole.
- The design satisfies the intent/function of the piece.
- Traditional work reflects the integrity of the historical design.

2. TECHNIQUE:

- There is evidence of skilled craftsmanship (i.e. finishes, joinery, construction, balance, etc.)
- Materials relate to the original intent/function of the piece.

3. ORIGINALITY or AUTHENTICITY:

ORIGINALITY:

- Reflects a unique style, personal expression or interpretation.

OR

AUTHENTICITY:

- The work exhibits the tradition of the culture, or the community it is intended to represent.

PRESENTATION OF ENTRIES:

Your work is not judged on the presentation of the entry, but rather on quality of the design, technique, and originality/authenticity. The average display space at the jury does not allow for anything more than a complementary background piece of material for jewelry, appropriate stands where necessary for upright display, and perhaps for small items.

JURORS FOR 2004 SESSION

OUT OF STATE:

- Hal Stevens, Hal Stevens & Associates, State / National Trade Show Organizer
- Carole Summers, HandMade in America
- Susan Abramovitz, Craftsperson

IN STATE:

- Tim Glozbach The Kentucky School of Craft
- Victoria Faoro Kentucky Artisan Center at Berea
- Kathy West, Promenade Gallery

Scores of a fourth juror, a Craft Marketing Program juried participant, will be considered in cases of disparity or borderline score.

Staff of the Kentucky Folklife Program will provide expertise in terms of authenticity of traditional and folk crafts, especially from diverse cultures. For additional information, contact Bob Gates, Kentucky Historical Society, 502/564-1792, ext. 4481; e-mail bob.gates@ky.gov.

Each juror examines work scoring on the criteria already stated. Jurors are encouraged to make individual comments which are intended to be helpful to applicant. Each juror brings his or her own personal aesthetic sense to the evaluation, so decisions are, on some levels, subjective.

INSTRUCTIONS FOR JURY APPLICATION:

1. Samples are required (You may submit a written request to the KCMP for an exemption that would allow you to jury with slides, if you have an extreme situation that would prevent you from jurying, otherwise.)

- A **Sample** entry is 5 pieces from your line of work that are made in the same medium, using the same technique and that constitute a coherent body of work, rather than a range of work. The pieces should work together and complement each other. Even if only one item is produced, 5 pieces **are crucial in assessing the quality and consistency of workmanship in a production line**. Work employing techniques, styles, or materials that vary greatly should not be mixed within a single entry. (For example, turned wood vessels and wood jewelry would be two entries.) Sets, such as a matching pair of earrings, a matching pair of gloves, or sugar/creamer matching pieces, are considered one item within the 5-piece entry. If you wish to jury in more than one medium and have more than one entry, it is necessary to submit additional applications for each entry
- **A maximum of 5 entries per craft business will be accepted.**
- Each multiple entry needs to be labeled with an A on the first entry, then B on the second entry, then C on the third, etc.
- Each five-piece entry **MUST** be accompanied by the typewritten "Application Form" and "Information Sheet." Do not staple the forms.

DIRECTIONS FOR COMPLETING FORMS:

- **FORMS MUST BE TYPED.** The Jury Application Form is available online as a .pdf form. (Follow the links on our website - www.kycraft.ky.gov) You may fill out the form online, print it, and mail or deliver with your entry. It is not possible to fill out part of the form, then save the file and fill out the rest later. We recommend that you print out the form and read it carefully to determine your answers, then go online (at home, at your local library, or at the KCMP office, if necessary - contact charla.reed@ky.gov for information) to complete and print the form in one session. You may also print out the form and use a typewriter to complete it. **DO NOT STAPLE** the pages together. Create **complete sets of forms, including the application page**, for any additional entries, and submit one set with each entry. **NO MORE THAN 5 ENTRIES PER BUSINESS.**
- **Be informative and specific.** The only information jurors receive about you and your work comes from what you put on the **Description Form** and **Information sheet**.
- **Jurying is anonymous.** You may attach bios and resumes with biographical info detailing education, training, awards, as well as past exhibits and show histories, etc., which will be made available for review at the jurors' discretion; but, **identifying names must be blacked out or removed**. Failure to do so will result in an ineligible application/entry.
- **Number each sample** in your entry from 1 to 5, so the numbers are highly visible to the jurors and correspond with the numbers and items listed on the "Description Form" and "Information Sheet." If you are submitting more than one entry, please label each entry by beginning with A, then B on the second entry, then C on the third, etc. Submit a complete set of paperwork for each entry. **DO NOT STAPLE THE FORMS TOGETHER.**
- **List both wholesale and retail prices** for each item on the "Description Form." Pricing gives the jurors some idea of where you see yourself in the marketplace. (Please note: the industry standard for retail prices is **double** the wholesale price, except in unusual cases.) If you only sell wholesale, list only wholesale prices; if you only sell retail, list only retail prices.

PLEASE NOTE: You must sell both wholesale and retail in order to exhibit at Kentucky Crafted: The Market.

NOTIFICATION OF JURY RESULTS:

- Each applicant and each entry will receive written notification approximately 4 weeks following jury week. Results are not given over the telephone.
- Applicants may contact Program staff for clarification or interpretation on the juror' comments and/or results.
- If your work is accepted and you wish to exhibit at Kentucky Crafted: The Market, IT IS MANDATORY that all first-time exhibitors of the Market attend the Market orientation. Details on the orientation workshop will be mailed to juried participants at a later date. Participation in The Market as an exhibitor or volunteer, and/or attending Program sponsored workshops counts toward the 3-year eligibility Program requirement for maintaining juried participant status.

- **Mailed Samples Must Be Received by Wednesday, June 2, 2004.**

MAIL TO:

Kentucky Craft Marketing Program
Attention: Jury
300 W. Broadway
Old State Capitol Annex
Frankfort, KY 40601-1980

- **Delivered Samples – ONLY on Monday, June 7, 2004, 9:00am – 3:30pm, EDT, TO:**

Farnham Dudgeon Civic Center
405 Mero Street
Frankfort, KY
Meeting Rooms A,B, and C.

When delivering samples, park on Mero Street and use the Mero Street entrance to the Civic Center. Register samples in Meeting Rooms A, B, and C. **PACK SAMPLES CAREFULLY**, whether hand-delivered or mailed. **Staff will unpack your work on Tuesday.**

All entries will be kept in a secured facility. Although every precaution will be taken to protect your work, the Craft Marketing Program cannot be held responsible for the theft of, or damage to, your work.

PICKING UP SAMPLES AFTER JURYING IS COMPLETED:

Samples may only be picked up between 1:00pm – 3:30pm, Friday, June 11, 2004. Samples may NOT be picked up from the jury session sooner.

- Items that are to be return shipped by the Craft Marketing Program will be assessed a \$15.00 shipping and handling charge per box. Please make sure you have furnished proper packing materials and any packing instructions. Please include payment in the form of check or money order, payable to the Kentucky State Treasurer. **Note: All boxes that are returned by Craft Marketing Program have to meet STANDARD UPS requirements for height and width and must not exceed 50lbs. THE KENTUCKY CRAFT MARKETING PROGRAM WILL NOT BE HELD RESPONSIBLE FOR ANY ITEMS BROKEN DURING RETURN SHIPMENT.** To find standard UPS box requirements for height and width go to the following website:
http://www.ups.com/content/us/en/resources/prepare/weight_size.html#Weight+and+Size+Limits+for+Packages
- If you are not picking up your samples on June 11th, then your items will be returned as soon as possible after jury week. It could take up to six weeks to 2 months. Should you need your samples sooner, please make arrangements to come by the Craft Marketing Program office to pick them up.

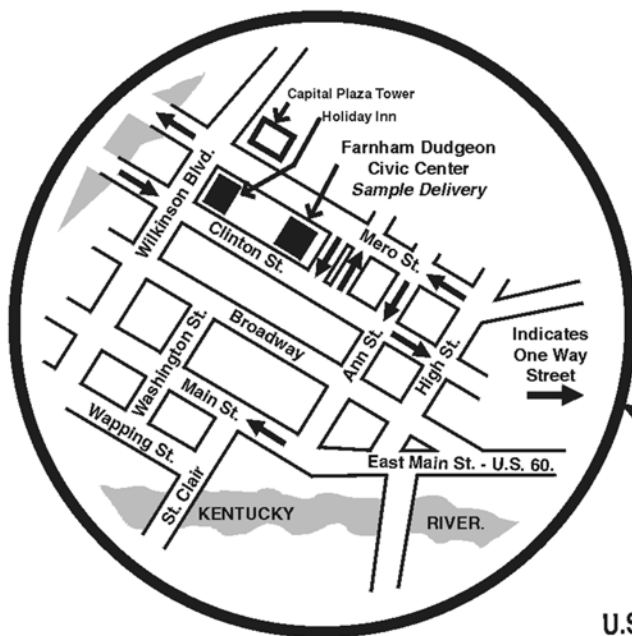
MENTOR PROGRAM AVAILABLE!

An applicant whose work does not meet the minimum jury cut-off score, but whose score falls within a few points of the qualifying score, may be eligible for the Craft Marketing Program (CMP) mentor program. The letter the applicant receives with the jury results will state if a mentor is recommended.

Applicants selected as eligible for the mentor program may agree to participate by informing Charla Reed of their interest. He/she agrees to work with a juried participant mentor who will assist the applicant in understanding how to bring his/her work to the standards required by the CMP.

After the applicant has successfully completed the mentor program, and after the mentor has filed a successful "Mentor Completion Report" with the CMP, the applicant will be accepted into the juried portion of the CMP and granted all the benefits therein, without having to wait an additional year and rejury.

During the mentoring process, applicants in the mentor program **must attend** the Workshop Weekend "**CRAFTWORKS...Inspiring Creativity**", at the Kentucky Museum of Arts + Design, Louisville, KY, August 6 – 7, 2004. If the applicant plans to exhibit at Kentucky Crafted: The Market 2005, he/she must also attend the Market Orientation Session, sponsored by the CMP.



Directions to Farnham Dudgeon Civic Center 405 Mero Street Frankfort, Kentucky for Sample Delivery and Pick Up

Note: Due to downtown construction, existing traffic flow may change. Please use caution and observe traffic signs when traveling in this area.



REMINDER

Samples may be delivered **ONLY** on Monday, June 7, from 9:00am – 3:30pm, EDT

Samples may be picked up **ONLY** on Friday, June 11, from 1:00pm – 3:30pm, EDT.
Samples may **NOT** be picked up before 1:00pm.